



From Tao to Dow

THE SIXTH SENSE IN BUSINESS DECISION MAKING

EMPOWERING INTUITION AND INNER WISDOM THROUGH THE ANCIENT CHINESE *CLASSIC OF CHANGE*

Misha Goussev, MBA, Ph.D.

Workshop · April 7, 2008 · 4:30 - 6:30pm · JMHH F50 · The Wharton School



"The intuitive mind is a sacred gift and the rational mind is a faithful servant. We have created a society that honors the servant and has forgotten the gift."

- Albert Einstein

DESCRIPTION:

Formal methods of business analysis and decision making are heavily analytical in nature, while approaches based on personal intuition and creativity are often ignored. Yet, research indicates that employees with a dominant analytical side are more likely to end up in staff positions, while intuitive and creative thinkers generally rise to managerial and executive roles. Not only does intuition matter, it may be one of the key ingredients for success.

The *I Ching*, or *Book of Changes*, is considered the oldest of the Chinese classics and throughout history has been referred to as a book of fundamental principles and wisdom by philosophers, politicians, emperors, mystics, and more recently by scientists, mathematicians and businessmen. The book consists of 64 chapters, which serve as a catalog of recurrent life patterns and their interdependencies. Because it is a structure of structures, the design of the *I Ching* can generate analytic systems of potentially infinite complexity and variety and can be applied to any conceivable realm or situation.

Empirical studies show that the time-tested method of self-reflection and perception of reality based on the *I Ching* is very effective in stimulating intuition and creativity by helping illuminate the intangible and often invisible factors in business analysis and decision making processes.

OBJECTIVES:

In this workshop we will explore how business professionals can use the *Book of Changes* to:

- Engage the intuitive mind to grasp situation as a whole - a prerequisite of effective leadership.
- Account for the effect of the human element - often a decisive factor in any undertaking.
- Develop win-win strategies - arguably more sustainable in the long term.

ABOUT THE INSTRUCTOR:



Misha Goussev is a PhD graduate of and an adjunct faculty member at the California Institute for Human Science. He also holds an MBA degree from the Wharton School of the University of Pennsylvania and a MS degree in Computer Sciences from Moscow University of Technology. Misha is a long-time scholar of East Asian wisdom traditions and healing practices and has complemented his academic work with numerous field study trips to Asia and Latin America. In his doctorate work he researched the effectiveness of the ancient Chinese classical texts on wisdom and strategy in the context of the modern decision making frameworks. Misha regularly presents in conferences and holds workshops at leading academic and corporate establishments in the United States.

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